

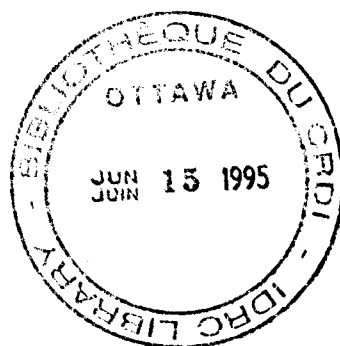


WETV

THE GLOBAL ACCESS TELEVISION SERVICE

**A NEW SERVICE FOR COMMONWEALTH
and
OTHER BROADCASTERS**

WETV Document for the Commonwealth Broadcasting Association Conference 1994



WETV-The Global Access Television Service

BACKGROUND

Starting in September 1995, Commonwealth broadcasters will have available to them beginning with two hours up to 6 hours day of programming designed to engender a deeper understanding of the critical issues which will shape our world in the 21st century. WETV - the Global Access Television Service - will offer a new program service comprising a balance of material from both industrialized and developing countries, with special emphasis for the work of independent producers.

More than 30 broadcasters worldwide have agreed in principle to joining the WETV venture by contributing programming to and drawing programs from the service (Annex 1: Affiliates).

WETV is a partnership venture initiated by Canada's International Development Research Centre (IDRC) in response to demands from developing countries; it is an outgrowth of the Bruntland Commission and the Rio Earth Summit of 1992. Agenda 21, the workplan developed at the Earth Summit for creating innovative solutions for a sustainable future in the next century, sated that public education and awareness are central requirements in achieving support of sustainable development. WETV is a means to harness the power of television, satellite communications and the creativity of broadcasters and independent television producers to support such a global movement.

During the Development Phase (April 1993-March 1995), several categories of participation have been created: **Partners** - those organizations which have contributed financially to the WETV project; **Broadcast Affiliates** - broadcasting organizations which have indicated their interest in becoming partners of WETV once it is on the air; and other categories such as **Institutional Affiliates**; **Patrons**, and others.

COMMONWEALTH LINKS

WETV has built on earlier efforts of the Commonwealth Broadcasting Association (CBA) in the development of a Commonwealth Television Programme Service (CTPS). The CTPS itself did not proceed, but the CTPS feasibility study highlighted the demand from virtually every Commonwealth broadcaster for original, indigenous sources of programming and for the Commonwealth-wide need to improve broadcasting production skills.

WETV is developing such sources of programming and will make its products available to Affiliate Broadcasting partners around the world. Furthermore, the upgrading of broadcast programme skills is an integral element in WETV's relationships with its affiliates and with the independent television production sector. UNESCO has recently provided financial support to WETV for the development of a global program of support of independent television producers in developing countries.

The Global Access Television Service is working closely with the distance learning agency of the Commonwealth, the Commonwealth of Learning (COL), based in Vancouver, to develop the educational programme stream for WETV. Educational programming on the service will be enrichment programming and will not be linked to any curricula.

In cooperation with a number of educational institutions in Asia, COL has developed an educational media exchange service that could become an integral source of television programming for WETV. The centre for the service, the Commonwealth Educational Media Cooperative for Asia, or CEMCA, is being established at the Indira Ghandi National Open University (IGNOU), in New Delhi. Part of the Cooperative's work is the establishment of a Media Bank that has already identified a large inventory of educational material suitable for broadcasting. WETV and COL are exploring mechanisms to free up much of this material for distribution on WETV.

WETV AND ITS AFFILIATE BROADCASTERS

Initially, WETV will be as part of the programme schedule of national broadcasting organizations, international TV broadcasters or cable networks. WETV will be launched in September 1995, from the 4th World Conference on Women in Beijing, China. During its first year it will build up to a four-to-six hour daily satellite feed of programming originating from a number of uplink sites geographically located for regional and/or worldwide distribution. The initial programme block will be repeated through all time zones to enable national broadcasters to download or schedule programming at convenient times.

WETV will provide programming through multiple up-links to satellite systems with worldwide coverage. Arrangements for carrying the WETV signal are underway with national broadcasters throughout the world. WETV will negotiate with national broadcasters for the carriage of four-to-six hours of programming daily. At the same time, programme exchanges will be negotiated on a barter, cash, or some other pre-determined basis. WETV has no intention of competing with existing satellite services or national broadcasters. Rather, it seeks to provide an alternative service while at the same time pursuing opportunities for mutually beneficial joint programme ventures and distribution arrangements.

WETV will offer a multi-lingual service, employing the latest technologies to facilitate the sub-titling and voice-over programme narration and the use of radio sub-carriers. Programmes will be obtained from participating partners and independent producers in the original language of production and versioned as required.

WETV's partnership arrangement with affiliate broadcasters will be negotiated on an individual basis, taking into account their financial situation, the availability of foreign exchange and other factors. **Developing country broadcasters will, in principle, receive WETV programming on a no cost or barter basis.**

WETV anticipates that the service will enrich and enliven the programme day of Affiliate Broadcasters and may well contribute to their ability to hold or increase their viewing audiences, and increase their advertising revenue, against the competition of other terrestrial or satellite broadcasters.

WETV will also co-produce with Broadcast Affiliates and assist in co-productions between affiliates. This will help weaker affiliates to produce programmes which will attract an international audience.

HOW WILL WETV OPERATE

A unique feature of the WETV service is the concept of **Mosaic** and **Cornerstone** programme blocks. **Mosaic** programming consists of programmes provided by international country-level partners who will purchase air time. For instance, an international organization concerned with raising public awareness such as a public health issue might purchase a block of time to broadcast the report of a national or international commission on the issue. The rate for air time will depend on factors such as: the size of the organization involved, the amount of air time purchased, scheduling and repeats, and others.

Purchasers of **Mosaic** hours will benefit from pre-arranged exposure of their product through all broadcast affiliates, potentially reaching tens of millions of viewers. Programmes could also be packaged in creative ways. An existing television programme could be re-run with discussion forum from a national or even international conference. Public service spots could be included for the institution's educational materials.

Cornerstone programming consists of network service's own acquisitions and programmes produced in-house or acquired from Affiliate Broadcasters, independent producers and other sources. It could also contain programming sponsored by private, commercial interests, in accord with WETV's advertising guidelines.

The programme schedule for WETV will begin by building up from two hours to four-to-six hours of programming per day. The block will be repeated four to six times across all time zones each day. this repeat block will increase exposure, decrease programme cost and provide a block that is more likely to be down-loaded or scheduled in the programme day of affiliate broadcasters.

The programme block will expand on the basis of increased partners, increased revenues for **Cornerstone** programming and increased production. Programmes will also increase as the number of affiliates and funding partners increase and as ongoing programmatic policy and technological obstacles are overcome.

For more detailed information on WETV-The Global Access Television Service, please contact:

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ANNEX 1

WETV BROADCAST AFFILIATES

Signed Affiliations

<i>Africa</i>	●	Kenya	Kenya Television Network
	●	Namibia	Namibian Broadcasting Corporation
	●	South Africa	National Network Television (South Africa)
<i>Asia</i>	●	India	Consortium for Educational Communication
	●	Thailand	National Broadcasting Services of Thailand
<i>Caribbean</i>	●	Trinidad/Tobago	International Communications Network
	●	Jamaica	The Jamaica Broadcasting Corporation
	●	St. Lucia	Helen Television System
<i>Eastern Europe</i>	●	Ukraine	State TV and Radio Company of Ukraine
<i>Latin America</i>	●	Argentina	Cablevision S.A.
	●	Argentina	Paracomsat, S.A.
	●	Brazil	SENAC - Servico Nacional de Aprendizagem Comercial
	●	Mexico	Canal 11
	●	Venezuela	CMT Television Canal 51 S.A.
<i>North America</i>	●	Canada	Vision TV
	●	USA/China	Washington Asian Information Network

Interest Expressed and Confirmed (affiliation not yet signed)

●	Asia	*	Radio Television Malaysia
		*	Doordarshan, India
●	Australia	*	Special Broadcasting Services
		*	Central Australian Aboriginal Media Association
●	Latin America	*	Arte Radiotelevisa Argentino, Argentina
		*	TV Cultura, Brazil
		*	Grupo Promotor de Empresas, Mexico
		*	Canal 40, Mexico
		*	TV UNAM, Mexico
		*	UTEC-SEP Television Educativa - Canal 10, Mexico
		*	Telecraibe Canales 9 y 12
●	Canada	*	National Film Board of Canada
		*	Knowledge Network